# AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

| 1. CONTRACT ID CODE | PAGE 1 OF PAGES 41 |
|---|---|

| 2. AMENDMENT/MODIFICAITON NO. | 3. EFFECTIVE DATE | 4. REQUISITION/PURCHASE REQ. NO. | 5. PROJECT NO. (If applicble) |
|---|---|---|---|
| 03 | 02/06/2009 | | |

| 6. ISSUED BY CODE | 7. ADMINISTERED BY (If other than Item 6) CODE |
|---|---|
| Corporation for National and Community Service<br>Office of Procurement Services<br>1201 New York Avenue, NW<br>Washington, DC 20525 | |

| 8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code) | (X) | |
|---|---|---|
| | X | 9A. AMENDMENT OF SOLICIATION NO.<br>CNSHQ09R0002 |
| | | 9B. DATED (SEE ITEM 11)<br>12/19/2008 |
| | | 10A. MODIFICATION OF CONTRACT/ORDER NO. |
| | | 10B. DATED (SEE ITEM 11) |
| CODE | FACILITY CODE | |

## 11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

[X] The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers [X] is extended, [ ] is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

(a)By completing items 8 and 15, and returning 1 copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment your desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPIRATION DATA (If required)

## 13. THIS ITEM ONLY APPLIES TO MODIFICATION OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

| CHECK ONE | |
|---|---|
| | A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. |
| | B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b). |
| | C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: |
| | D. OTHER (Specify type of modification and authority) |

E. IMPORTANT: Contractor [ ] is not, [ ] is required to sign this document and return ______ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

STRATEGIC COMMUNICATIONS - THIS AMENDMENT PROVIDES THE ANSWERS TO VENDORS QUESTIONS AND CHANGES TO SECTION L.

THE DATE PROPOSALS ARE DUE IS FEBRUARY 20, 2009, AT 12:00PM EST.

OFFERORS ARE TO ACKNOWLEDGE AMENDMENTS 1 , 2 AND 3 IN THEIR PROPOSALS.

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

| 15A. NAME AND TITLE OF SIGNER (Type or print) | | 16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) | |
|---|---|---|---|
| 15B. CONTRACTOR/OFFEROR<br><br>(Signature of person authorized to sign) | 15C. DATE SIGNED | 16B. UNITED STATES OF AMERICA<br><br>(Signature of Contracting Officer) | 16C. DATE SIGNED |

NSN 7540-01-152-8070
Previous edition unusable

STANDARD FORM 30 (REV. 10-83)
Prescribed by GSA FAR (48 CFR) 53.243

## INSTRUCTIONS

Instructions for items other than those that are self-explanatory, are as follows:

(a) Item 1 (Contract ID Code). Insert the contract type identification code that appears in the title block of the contract being modified.

(b) Item 3 (Effective date).

(1) For a solicitation amendment, change order, or administrative change, the effective date shall be the issue date of the amendment, change order, or administrative change.

(2) For a supplemental agreement, the effective date shall be the date agreed to by the contracting parties.

(3) For a modification issued as an initial or confirming notice of termination for the convenience of the Government, the effective date and the modification number of the confirming notice shall be the same as the effective date and modification number of the initial notice.

(4) For a modification converting a termination for default to a termination for the convenience of the Government, the effective date shall be the same as the effective date of the termination for default.

(5) For a modification confirming the contacting officer's determination of the amount due in settlement of a contract termination, the effective date shall be the same as the effective date of the initial decision.

(c) Item 6 (Issued By). Insert the name and address of the issuing office. If applicable, insert the appropriate issuing office code in the code block.

(d) Item 8 (Name and Address of Contractor). For modifications to a contract or order, enter the contractor's name, address, and code as shown in the original contract or order, unless changed by this or a previous modification.

(e) Item 9, (Amendment of Solicitation No. - Dated), and 10, (Modification of Contract/Order No. - Dated). Check the appropriate box and in the corresponding blanks insert the number and date of the original solicitation, contract, or order.

(f) Item 12 (Accounting and Appropriation Data). When appropriate, indicate the impact of the modification on each affected accounting classification by inserting one of the following entries.

(1) Accounting classification ____________
Net increase $ ____________

(2) Accounting classification ____________
Net decrease $ ____________

NOTE: If there are changes to multiple accounting classifications that cannot be placed in block 12, insert an asterisk and the words "See continuation sheet".

(g) Item 13. Check the appropriate box to indicate the type of modification. Insert in the corresponding blank the authority under which the modification is issued. Check whether or not contractor must sign this document. (See FAR 43.103.)

(h) Item 14 (Description of Amendment/Modification).

(1) Organize amendments or modifications under the appropriate Uniform Contract Format (UCF) section headings from the applicable solicitation or contract. The UCF table of contents, however, shall not be set forth in this document

(2) Indicate the impact of the modification on the overall total contract price by inserting one of the following entries:

(i) Total contract price increased by $ ____________

(ii) Total contract price decreased by $ ____________

(iii) Total contract price unchanged.

(3) State reason for modification.

(4) When removing, reinstating, or adding funds, identify the contract items and accounting classifications.

(5) When the SF 30 is used to reflect a determination by the contracting officer of the amount due in settlement of a contract terminated for the convenience of the Government, the entry in Item 14 of the modification may be limited to --

(i) A reference to the letter determination; and

(ii) A statement of the net amount determined to be due in settlement of the contract.

(6) Include subject matter or short title of solicitation/contract where feasible.

(i) Item 16B. The contracting officer's signature is not required on solicitation amendments. The contracting offier's signature is normally affixed last on supplemental agreements.

# THE FOLLOWING CHANGES ARE APPLICABLE TO SOLICITATION CNSHQ09R0002

**NOTE: THE REVISED SECTION L IS ATTACHED WITH THE FOLLOWING CHANGES IN BOLD**

SECTION L.1, CONTENT AND FORMAT OF SUBMISSION, PARAGRAPH 8 CHANGE "...DOUBLE SPACED..." TO READ "...1.5 SPACED..."

SECTION L.4 ADD FOURTH BULLET ENTITLED "CASE STUDIES (IF APPLICABLE)"

SECTION L.5, PRICE PROPOSAL (VOLUME III), PARAGRAPH 2:
THE FIRST SENTENCE IS CHANGED TO READ "THE OFFEROR SHALL PROVIDE FULLY-LOADED GOVERNMENT-SITE RATES."

SECTIONS L.14 AND L.15 ARE ADDED

THE REVISED ATTACHMENT 3 IS ATTACHED.

THE REVISED ATTACHMENT 5 IS ATTACHED.

# SECTION L - INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

## L.1 CONTENT AND FORMAT OF SUBMISSION

(1) A proposal submitted in response to this solicitation must consist of three (3) Volumes.
-Volume I shall contain the Introduction of Company, Past Performance, and Personnel.
-Volume II shall contain the Technical Proposal. These sections must not contain any contract price or cost information which shall be submitted in a separate volume.
-Volume III shall contain the Price Proposal.
(2) The content of proposal volumes must be internally consistent with the organizational structure described herein. Those not adhering to this structure may be considered unacceptable.

(3) Offerors must submit the following number of copies:

-One (1) original and six (6) paper copies of the written Introduction of Company, Past Performance, and Personnel.
-One (1) original and six (6) paper copies of the written Technical Proposal.
-One (1) original and six (6) paper copies of the Price Proposal.
-One (1) original and six (6) paper copies of the Sample Task.

In addition, one formatted CD containing all quotation materials must be delivered to the Corporation in their native electronic format. All files shall be compatible with Microsoft office product(s).

(4) An offeror's Technical Proposal will be evaluated in accordance with those factors set forth in Section M.

(5) Electronically submitted (email) or FAXed proposals will not be accepted.

(6) Any data previously submitted in response to another solicitation will be assumed unavailable to the Contracting Officer; and this data must not be incorporated into the technical proposal by reference.

(7) Clarity and completeness of the proposal are of the utmost importance. The proposal must be written in a practical, clear and concise manner. It must use quantitative terms whenever possible and must avoid qualitative adjectives to the maximum extent possible.

(8) Proposals must be legible, **1.5 spaced** (personnel resumes may be single spaced), typewritten (on one side only), in a type size not smaller than 10 point pitch with a one-inch margin on all sides, on paper not larger than eight and a

half by eleven inches and not exceeding the page limits established in this solicitation.

## L.2 PAGE RESTRICTIONS

The body of the Contractor Technical Proposal is not to exceed 20 pages. The page count will not include: responses to sample task orders, resumes, cover pages, table of contents, glossary of terms, and past performance documentation. **The body of each of the responses to sample task orders shall not exceed ten pages**. All pricing information shall be included in the Price Proposal only.

## L.3 INTRODUCTION OF COMPANY, PAST PERFORMANCE, & PERSONNEL (VOLUME I)

- Introductory letter on company history and related experience in this area of expertise.
- Professional qualifications of the organization and references from other organizations for which the Contractor has performed similar work. Refer to Attachment 4 for Past-Performance Questionnaire. This form must be sent to three references. The references must return the completed forms to Marilyne Brooks, mbrooks@cns.gov or to CNCS, 1201 New York Ave, Washington D.C. 20525, Attn: Marilyne Brooks, by the RFP close date. References that are not submitted by this time may disqualify the proposal.
- Referenced projects completed should be similar to the work to be performed under this RFP.
- Key Staff identification and resumes. Contractor is expected to make the proposed staff identified as "Key Staff" available as needed for the life of the project. The Contractor is required to identify resources to the project who are employees of the prime Contractor or employed for a sub-contractor with a signed teaming relationship in effect at the time of proposal.

## L.4 TECHNICAL PROPOSAL (VOLUME II)

- Detailed description of the contractor's experience in meeting the requirements outlined in Section C.
- A Separate technical proposal for the sample task order identified in the Sample Task Attachments. This shall include:
  - Approach - Detailed description of the contractor's experience, including timeframes and benchmarks, of how the Contractor intends to approach all aspects of the sample task.
  - Delivery Schedule - A high-level delivery schedule, including all aspects outlined in the Approach section.
  - Key Personnel outlined for the sample task
  - **Case Studies (if applicable)**

## L.5 PRICE PROPOSAL (VOLUME III)

The majority of the SOO elements are services. Offerors shall propose labor categories and a description of the labor categories. These labor categories shall be defined in terms of level of education, number of years of general work experience, number of years of technical or functional experience specific to the tasks to be performed. The labor categories shall also specify the level of expertise to be expected, where the levels are "entry-level", "fully-trained", "seasoned professional", "manager/mentor" and "nationally-recognized expert". This expertise applies to the skill set in which a person would be applied (i.e. we do not expect anyone to be a seasoned professional in all aspects of all elements of a given category in the statement of work). The offeror shall propose labor categories, a description of the labor category, the labor rates, and the proposed rate applying all offered and applicable discounts. Rates shall be provided for the initial contract year and each of the four option years.

**The offeror shall provide fully-loaded government-site rates.** Attachment 5 is a spreadsheet with labor categories listed which may be used in the task orders. This is not a complete listing and additional categories may be added when needed via contract modification. The spreadsheet is to assist the government in defining specific skill sets and categories the contractor will be using during this requirement.

The offeror shall also demonstrate how these rates compare to the rates currently offered to other government agencies.

A separate price proposal spreadsheet for the sample task outlined in Section L is provided (Attachment 1-3). Both of the spreadsheets are the only form that should be used to submit proposed rates to be evaluated and used under this contract. These forms should stay in an excel format and may not be altered to any other format.

## L.7 52.217-5 EVALUATION OF OPTIONS. (JUL 1990)

Except when it is determined in accordance with FAR 17.206(b) not to be in the Government's best interests, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement (base period of performance). Evaluation of options will not obligate the Government to exercise the option(s).

## L.8 52.233.2 SERVICE OF PROTEST (SEPT 2006)

(a) Protests, as defined in section 31.101 of the Federal Acquisition Regulation, that are filed directly with an agency, and copies of any protests that are filed with the Government Accountability Office (GAO), shall be served on the Contracting Officer (addressed as follows) by obtaining written and dated acknowledgment of receipt from:

Roderick Gaither
Corporation for National & Community Service
1201 New York Ave NW (8th Floor)
Washington, DC 20525

(b) The copy of any protest shall be received in the office designated above within one day of filing a protest with the GAO.

**L.9 QUESTIONS PERTAINING TO SOLICITATION**

(1) All questions shall be addressed to the Contract Specialist at the following email address:

Marilyne Brooks, Contract Specialist
opsmail@cns.gov

Please send all questions via email. Questions will not be taken or answered over the phone or by fax. Please include the Request for Proposal Number in the subject line. Once questions are compiled they will be answered by an issued amendment to the solicitation.

(2) Questions will be permitted from December 19, 2008 through January 7, 2009. Questions submitted after January 7, 2009, 12:00pm EST may not be answered.

(3) Answers to questions of a substantive nature will be provided by January 14, 2009, via a modification to this solicitation posted on www.fedbizopps.gov

**L.10 SUBMISSION OF PROPOSED SUBCONTRACTING PLAN**

This subcontracting requirement applies only to large businesses. In accordance with the clause of this solicitation entitled, "Small, Veteran-owned Small Business (including Service Disabled Veteran-Owned Small Business), Hubzone Small Business, Small Disadvantaged, and Women Owned Small Business Subcontracting Plan, Section I.1 (FAR 52.219-9) the Offerors shall submit their proposed subcontracting plan with their proposal. In addition, the clause requires the submission of Standard Form (SF) 294, "Subcontracting Report for Individual

Contract," and or (SF) 295, Summary Subcontract Report, in accordance with the instructions contained on these forms.

Subcontracting Plans will be negotiated and made a part of the resultant contract. The Government's subcontracting goal is 24%. The Offeror will include in this Section the Small, Veteran Owned Small Business, Hubzone Small Business, Small Disadvantaged, HUBZone and Women Owned Small Business.

a. In establishing goals for small and small disadvantaged business, the total goal (both small and small disadvantaged) proposal shall reflect maximum practical opportunities as well as a clear understanding of the work to be accomplished and the suitability of the proposal goal structure to meet mission objectives. The goals must recognize the distinct differences in professional skills and the complexity of varied disciplines as well as job difficulty.

b. In developing the subcontracting plan, emphasis should be placed on the extent of small and small disadvantaged business participation. Proposals must offer, as a minimum, goal levels of 24% of all work to be subcontracted to small businesses.

   The contractor must identify which small business categories will be utilized within their subcontracting plan and include percentages that will be utilized to accomplish the small business goals of 24%.

   1) Small Business – _______%
   2) Small Disadvantaged Business – _______%
   3) 8(a) Certified- _______%
   4) HUBZone Business – _______%
   5) Women Owned Small Business –_______%
   6) Veterans Preference – _______%

c. Offers proposing the use of small and small disadvantaged businesses must also commit to using the proposed contractor for a period of 12 months following contract award, without substitution or replacement of any key personnel employed by that contractor. Any substitutions in the subcontractors will be contingent upon the approval of the Contracting Officer.

## L.11 CONTENT AND FORMAT OF SUBMISSION

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the

Contracting Officer will make their full text available. The offeror is cautioned that the listed provisions may include blocks that must be completed by the offeror and submitted with its quotation or offer. In lieu of submitting the full text of those provisions, the offeror may identify the provision by paragraph identifier and provide the appropriate information with its quotation or offer. Also, the full text of a solicitation provision may be accessed electronically at this/these address(es):

http://www.arnet. gov/far/

## L.12. COMMITMENT OF GOVERNMENT TO PAY COST INCURRED IN SUBMISSION OF PROPOSAL

This solicitation does not commit the Government to pay any cost incurred in the submission of the offer/quotation or in making necessary studies of designs for the preparation thereof, nor to contract for services or supplies. Further, no cost may be incurred in anticipation of a contract with the exception that any such costs incurred at the offeror's risk may later be charged to any contract to the extent that they would have been allowable if incurred after the date of the contract and to the extent authorized by the Contracting Officer.

## L.13 PROPOSAL ACCURACY

Proposals must set forth full accurate and complete information as required by the request for proposal (including attachments). The penalty for making false statements in proposals is prescribed in 18 U.S.C. 1001.

## L.14. ISSUING OFFICE

**This RFP is issued by the Office of Procurement Services for the Corporation for National and Community Service, (CNCS) which is the only point of contact for this procurement.**

**Proposals must be submitted to the following address:**

**Corporation for National and Community Service**
**Office of Procurement**
**Attn: Marilyne A. Brooks, 8403-A**
**1201 New York Ave., NW**
**Washington, DC 20525**
**mbrooks@cns.gov**

**All proposals MUST be labeled as follows:**

**Mailroom: DO NOT OPEN (RFP CNSHQ09R0002)**
**Deliver Directly to 8403-A**
**Proposals which are hand-carried should be delivered DIRECTLY to 8100.**

## L.15. RECEIPT OF PROPOSALS AND LATE SUBMISSIONS

**Proposals, including modifications, received at the issuing office after the closing date and time specified on the cover page of this solicitation will be considered as late submissions and will be handled accordingly.**

**As used in the referenced FAR provision entitled "Late Submissions, Modifications, and Withdrawals of Proposals", the term mail does not include materials sent by means of express delivery services other than the U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee. Proposals submitted by means of express delivery services other than the U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee will be considered the same as hand-carried submissions.**

**STRATEGIC COMMUNICATIONS**
**QUESTIONS AND ANSWERS TO**
**SOLICITATION CNSHQ09R0002**

Q.1 Does the government anticipate a single or multiple award for this IDIQ?

**A.1 THE GOVERNMENT ANTICIPATES A SINGLE AWARD FROM THIS SOLICITATION.**

Q.2 If this is a multiple award, is a firm required to respond to all task orders under the IDIQ?

A.2 **SEE THE ANSWER TO QUESTION 1**

Q.3 In respect to subcontracting, will a large business be evaluated based on intent to meet the 24% subcontracting goal, or will there be other factors to consider?

**A.3 SUBCONTRACTING PLANS WILL NOT BE EVALUATED, HOWEVER NON SUBMISSION OF A SUBCONTRACTING PLAN BY A LARGE BUSINESS WILL RENDER THEIR PROPOSAL NORESPONSIVE AND THEREFORE WILL NOT BE CONSIDERED FOR AWARD.**

Q.4 Does a large business need to include small businesses that account for each of the six outlined small business designations?

**A.4 DISTRIBUTION OF THE REPRESENTATION OF THE DESIGNATIONS IS AT THE CONTRACTOR'S DISCRETION AS LONG AS THE GOAL IS ACHIEVABLE.**

Q.5 Is/are there a specific small business designation(s) that are more vital to represent than others?

**A.5 SEE THE ANSWER TO QUESTION 4**

Q.6 What level of effort do you expect from the key Project Director personnel?

**A.6 A TOTAL DEDICATED FULL TIME PROJECT DIRECT IS EXPECTED FOR THIS REQUIREMENT.**

Q.7 Is there an incumbent agency for this contract?

**A.7 THE INCUMBENT AGENCY IS HILL AND KNOWLTON, INC.**

Q.8 On page 7, are key audiences listed in order of priority?

**A.8 NO, OUR KEY AUDIENCES ARE EQUAL PRIORITY.**

**STRATEGIC COMMUNICATIONS**
**QUESTIONS AND ANSWERS TO**
**SOLICITATION CNSHQ09R0002**

Q.9 Has the Corporation for National Service conducted audience research in the past to inform the current brand, communications strategy and/or messaging? If so, could they share?

**A.9 UPON AWARD OF THE CONTRACT, THE AWARDEE WILL RECEIVE AUDIENCE, BRAND, AND COMMUNICATION STRATEGY RESEARCH.**

Q.10 What mechanisms are the Corporation currently using to track and evaluate the success of their communications programs?

**A.10 THE CORPORATION TRACKS COMMUNICATIONS EFFORTS THROUGH A VARIETY OF MEANS INCLUDING VIDEO AND CLIPPING SERVICES, WEB ANALYTICS, AND CALL MONITORING.**

Q.11 Are Corporation's online and digital activities (Web site, social marketing, online outreach, etc) currently managed by an in-house team, external consultants, or a combination of both? If managed externally, who is the contractor?

**A.11 THE CORPORATIONS PUBLIC WEB SITES ARE MANAGED BY AN IN-HOUSE TEAM. MEMBER PORTALS APPLICATIONS ARE MANAGED BY VARIOUS CONTRACTORS.**

Q.12 On page 34 under M2 Evaluation, the Corporation mentions that evaluation will be based on past performance including work samples. Should these work samples be provided as part of Volume I? If so, how many case studies should we submit?

**A.12 THE NUMBER OF CASE STUDY SUBMISSIONS IS AT THE CONTRACTOR DISCRETION.**

Q.13 In order to provide a more accurate delivery schedule for Sample Task/Creative Exercise #2, can you provide us with an estimated start date for the contract?

**A. THIS IS A SAMPLE TASK. THE START DATE IS NOT APPLICABLE**

Q.14 In terms of branding and media visibility, which agency or organization do you see as a model for CNCS?

**A. 14 THE CORPORATION IS A UNIQUE FEDERAL AGENCY. IN TERMS OF ORGANIZATIONS, CNCS IS MOST SIMILAR TO THE PEACE CORPS.**

Q.15 What have been the biggest barriers to getting broadcast media for CNCS?

**A. 15 THE CORPORATION'S ORGANIZATIONAL STRUCTURE, MULTIPLE PROGRAMS, AND DELIVERY MECHANISM THROUGH MORE THAN 7,000 NATIONAL AND LOCAL ORGANIZATIONS PRESENTS CHALLENGES IN GAINING WIDESPREAD BRAND RECOGNITION. AT THE CORPORATION LEVEL, WE ARE PROMOTING THE AGENCY, FIVE PROGRAMS, AND NUMEROUS INITIATIVES WITH THEIR OWN BRANDS. ALSO, THE THOUSANDS OF ORGANIZATIONS THAT RECEIVE GRANTS OR NATIONAL SERVICE PARTICIPANTS FROM THE CORPORATION EACH HAVE THEIR OWN UNIQUE IDENTITIES. THE CORPORATION RECOGNIZES THAT ITS GREATEST COMMUNICATIONS ASSET IS ITS NETWORK OF GRANTEES IN COMMUNITIES ACROSS AMERICA, AND HAS BEEN WORKING TO ENHANCE THE OVERALL COMMUNICATIONS CAPACITY OF THIS NETWORK THROUGH EFFORTS SUCH AS CO-BRANDING, NATIONAL EVENTS, AND PROVIDING COMMUNICATIONS TOOLS AND TRAINING FOR GRANTEES.**

**OTHER BARRIERS: THE CORPORATION'S PROGRAMS AND GRANTEES RECEIVE THOUSANDS OF POSITIVE STORIES EACH YEAR. HOWEVER GIVEN THE LARGE NUMBER, WIDESPREAD DISTRIBUTION, AND POWERFUL IMPACTS THAT OUR PROGRAMS MAKE IN COMMUNITIES ACROSS THE COUNTRY, THERE IS POTENTIAL FOR SIGNIFICANTLY MORE COVERAGE. BARRIERS INCLUDE THE COMPETITION BETWEEN "GOOD NEWS" ABOUT PEOPLE MAKING A DIFFERENCE WITH HARDER NEWS; THE PERCEPTION BY SOME THAT SERVICE PROGRAMS ARE 'NICE' BUT NOT DEALING WITH SERIOUS ISSUES, EVEN THOUGH THEY ARE TACKLING SOME OF OUR NATION'S TOUGHEST SOCIAL CHALLENGES; AND THE LACK OF TIME FOR BUSY PROGRAM DIRECTORS TO DO MEDIA OUTREACH. ALSO, WHILE REGIONAL AND LOCAL COVERAGE IS STRONG, GETTING NATIONAL NETWORK COVERAGE IS DIFFICULT.**

Q.16 In which demographics do you expect the biggest growth/decline in volunteerism?

**A. 16 SEE OUR VOLUNTEERS IN AMERICA WEBSITE WWW.VOLUNTEERINGINAMERICA.GOV**

Q.17 In your experience, what are the biggest obstacles/hurdles to volunteerism?

**A. 17 SEE ANSWER TO QUESTION 16.**

Q.18 What has the corporation done to date to drive recognition for its umbrella brand?

**A. 18 THE CORPORATION HAS POSITIONED ITSELF AS A KEY DRIVER AND ADMINISTRATOR OF SERVICE THROUGH CUTTING EDGE RESEARCH ON VOLUNTEERING TRENDS, PROVIDING EXTENSIVE RESOURCES TO THE VOLUNTEER COMMUNITY INCLUDING THE NATIONAL CONFERENCE ON VOLUNTEERING, AND HOSTING INITIATIVES SUCH AS THE KING DAY OF SERVICE.**

Q.19 What advantages do you expect from separating this Strategic Communications solicitation from the Creative and Marketing Services solicitation?

**A. 19 THE GOVERNMENT'S OBJECTIVE IS TO MAINTAIN TWO SEPARATE REQUIREMENTS IN ORDER TO OBTAIN THE BEST VALUE REGARDING SPECIALTY AND CAPACITY OF KNOWLEDGE.**

Q.20 Is there an incumbent, if so who is the incumbent?

**A.20 SEE THE ANSWER TO QUESTION 7.**

Q.21 In regards to Attachment 5 "Labor Category Hourly Rates": Are the hours listed for each category for evaluation purposes only? Is this the expected level of effort for each for the period of performance (to include the base and 4 option years)

**A.21 THE LABOR CATEGORIES ARE FOR EVALUATION PURPOSES ONLY.**

Q.22 Can we submit examples of past work outside of the typical 8.5 x 11 format?

**A. 22 YES**

Q.23 For the ODCs that are listed, do we provide rates for each ODC listed or estimated total cost?

**A.23 YES, PROVIDE RATES FOR EACH ODC LISTED.**

Q.24 Are we restricted to those Corporation Labor Categories listed? Are we able to add additional labor categories?

**A.24 NO, YOU ARE NOT RESTRICTED ON ATTACHMENT 5 AND YES, YOU ARE RESTRICTED ON ATTACHMENT 3.**

Q.25 Section G.4 states that approximately 5 trips per year may be required for travel, however there is no line item for this in Attachment 5. Are we not required to provide a travel cost/rate in our submission? If so, what is the destination for travel and is there an estimated total cost expected?

**A. 25 NO, YOU ARE NOT REQUIRED TO PROVIDE A TRAVEL COST/RATE IN YOUR SUBMISSION, IT IS NOT AN EVALUATION FACTOR.**

Q.26 In regards to Attachment 3 "Sample Task Pricing": Are we restricted to those labor categories listed?

**A.26 YES, YOU ARE RESTRICTED TO USE THE LABOR CATERGORIES LISTED ON ATTACHMENT 3.**

Q. 27 What are you seeking most from a contractor - can you define your primary expectations?

**A. 27 PLEASE SEE THE EVALUATION FACTORS IN THE RFP.**

Q.28 The annotation states "Discounts will not be evaluated. Pricing should be reflective of pricing utilized in the 50-labor category submittal for Contractor Site Rate (Base Year)"- what is the "50-labor category" in reference to?

**A.28 SEE REVISED ATTACHMENT 3**

Q. 29 Can you please prioritize the key audiences you list on page 7 of the RFP?

**A. 29 THE AUDIENCES HAVE EQUAL PRIORTY.**

Q. 30 Can you provide a copy of any communications strategies that were developed as a result of the Strategic Plan for 2006-2010?

**A. 30 PLEASE SEE HTTP://WWW.MLKMOBILIZATION.ORG/ TO VIEW A PORTION OF OUR COMMUNITCATIONS STRATEGY FOR THE 2009 MLK DAY OF SERVICE.**

Q.31Can you provide the most recent comprehensive brand analysis report?

**A. 31 UPON A AWARD OF THE CONTRACT, THE VENDOR WILL HAVE ACCESS TO THE CORPORATION'S BRANDING RESEARCH.**

Q.32What types of tracking and evaluation systems/methodology do you currently use?

**A. 32 THE CORPORATION USES VARIOUS TYPES OF TRACKING SYSTEMS, INCLUDING WEB ANALYTICS AND VIDEO AND CLIPPING SERVICES.**

Q.33 Do you have a formal speakers bureau?

**A. 33 NO, WE DO NOT HAVE A FORMAL SPEAKERS BUREAU.**

Q. 34 On page 9 of the RFP, in the section on "Special Events," you state that "the contractor may work with other public relations firms on events such as the National Conference on Volunteering and Service and the King Day of Service." Also, on the list of objectives, you state that the contractor will promote key programs — including the King Day of Service. Will you issue additional RFPs for these events, or do you already work with another firm that will provide support? How will the work differ/be split among the Contractor and "other public relations firms"?

**A. 34 THE CORPORATION DOES, ON OCCASION AND IN COOPERATION WITH KEY PARTNERS, ISSUE SEPARATE RFPS FOR EVENTS, SUCH AS THE NATIONAL CONFERENCE ON VOLUNTEERING. WORK WILL BE SPLIT DEPENDING ON THE PROJECT'S NEEDS WHICH WILL BE DETERMINED BY THE CORPORATION.**

Q.35 You identify branding as a key challenge in your overall communications goals. To address that challenge, are you seeking help to create an overarching "master" brand for all programs, or are you only looking to reinforce the brands of individual programs?

**A.35 WITH THE CHANGE OF A NEW ADMINISTRATION, THERE ARE NEW OPPORTUNITIES FOR BRANDING. WE ARE LOOKING TO OUR STRATEGIC COMMUNICATIONS PARTNER TO PLAY AN IMPORTANT ROLE IN BRANDING STRATEGY. FOR ADDITIONAL INFORMATION, PLEASE SEE THE ANSWER TO QUESTION 15.**

Q. 36 How do you currently communicate between your grantees and state service commissions? Within the headquarters and with field employees?

**A. 36 COMMUNICATION WITH STATE COMMISSIONS OCCURS IN SEVERAL WAYS. THE CORPORATION HAS FEDERAL EMPLOYEES IN EVERY STATE OFFICE AND PROGRAM OFFICERS AT THE CORPORATION'S HEADQUARTERS WHO PLAY KEY ROLES IN FACILITATING COMMUNICATIONS BETWEEN THE CORPORATION, GRANTEES, AND STATE COMMISSIONS.**

Q.37 Can you share your most successful method for recruiting volunteers?

**A. 37 THERE ARE A VARIETY OF SUCCESSFUL STRATEGIES FOR RECRUITING AND MAINTAINING VOLUNTEERS. THE STRATEGIES VARY BASED ON TIMING, LOCATING, AND THE DEMOGRAPHICS OF PROSPECTIVE EMPLOYEES.**

Q.38 Do you currently have partnerships with third-party organizations that could be leveraged for this initiative? If so, which organizations?

**A. 38 YES THE CORPORATION HAS MANY PARTNERS. FOR A DETAILED LIST VISIT HTTP://WWW.NATIONALSERVICE.GOV/ABOUT/ROLE_IMPACT/PARTNERS.ASP**

Q.39 How do you typically handle the release of new research reports? Does the communications strategy cover the release of these reports?

**A. 39 YES, THE STRATEGY WILL COVER THE RELEASE OF OUR RESEARCH REPORTS. PLEASE SEE OUR VOLUNTEERING IN AMERICA WEBSITE FOR AN EXAMPLE OF A PAST RELEASE.**

Q.40 Page 28, L.3, Past Performance — In Volume I, we understand that we must submit three Past Performance Questionnaires, to be completed by our three references. Are we also allowed to submit additional examples of our relevant experience for Volume I, beyond the three required references? If so, in what format should we include this information?

**A.40 SEE THE ANSWER TO QUESTION 12**

**STRATEGIC COMMUNICATIONS**
**QUESTIONS AND ANSWERS TO**
**SOLICITATION CNSHQ09R0002**

Q.41 Page 28, L.4 — "Detailed description of the contractor's experience in meeting the requirements outlined in Section C." Our understanding is that you are asking about our experience as well as our process for meeting these requirements. Is there also latitude to provide creative thinking specific to the Corporation's scope of work?

**A. 41 YES, WE ENCOURAGE CREATIVE THINKING AND HOPE TO SEE IT REFLECTED IN VENDOR PROPOSALS.**

Q.42 Creative Exercise #2 — Can the Corporation provide any budget parameters for the "national campaign" referenced in this exercise? A campaign of this kind could range widely in size and scope. For example, will there be sufficient funding for traditional paid advertising placement, or should we assume budget limitations will require a public service approach?

**A. 42 DUE TO BUDGET RESTRICTIONS, THE CORPORATION GENERALLY TAKES A PUBLIC SERVICE APPROACH TO CAMPAIGNS.**

Q.43 As part of our Volume I submission, may we include examples of media coverage in video format? If so, how would you prefer that we submit them?

**A. 43 PLEASE SUBMIT THEM ON DVD.**

Q.44 Should the Subcontracting Plan be submitted as part of Volume III?

**A.44 THE SUBCONTRACTING PLAN SHALL BE A SEPARATE SUBMISSION.**

Q.45 Are the hours listed in Attachment #5 to be utilized in our proposal? If so, please explain how.

**A.45 THE HOURS LISTED IN ATTACHMENT 5 ARE FOR EVALUATION PURPOSES.**

Q.46 Please clarify the note on the bottom of Attachment # 4, that speaks to the use of the 50 labor category submittal for Contractor Site Rate (Base Year).

**A.46 PLEASE SEE THE REVISED ATTACHMENT 4**

Q.47 Are we restricted to the listed categories in Attachment #5 or can we propose our own labor mix?

**A.47 PLEASE SEE THE ANSWER TO QUESTION 24**

Q. 48 Should we price ODCs listed in Attachment #5?

**A.48 SEE THE ANSWER TO QUESTION 23**

Q.49 How does the Corporation currently use online/social media to address its current media challenges?

**A. 49 THE CORPORATION CURRENTLY USES WEB 2.0 AND SOCIAL MEDIA TOOLS IN A NUMBER OF WAYS. WE ARE LOOKING TO OUR NEW STRATEGIC COMMUNICATIONS PARTNER TO HELP US EVOLVE OUR CURRENT STRATEGIES.**

Q.50 What have been the most successful media outreach campaigns for the Corporation over the last three years? What elements made them successful?

**A. 50 THE 2009 KING DAY OF SERVICE, WAS THE LARGEST EVER. THIS YEAR'S KING DAY OF SERVICE WAS FUELED BY PRESIDENT OBAMA'S CALL TO SERVICE, WIDE SPREAD USE OF SOCIAL MEDIA, TIMING—ONE DAY BEFORE THE PRESIDENTIAL INAUGURATION AND EXTENSIVE WORK AND PLANNING BY THE CORPORATION. OTHER SUCCESSFUL CAMPAIGNS INCLUDE OUR VOLUNTEERING IN AMERICA RESEARCH REPORT RELEASE.**

Q.51 How and when will the Corporation be developing the strategic plan for 2010 and beyond?

**A. 51 THE STRATEGIC PLAN WILL BE FORMULATED BY THE INCOMING CEO AND THE BOARD OF DIRECTORS.**

Q.52 How does the Corporation plan to leverage its leadership role in fostering a culture of service in this current economic environment?

**A. 52 IN THIS PERIOD OF ECONOMIC DOWNTURN, SERVICE IS NEEDED MORE THAN EVER. THE CORPORATION IS WORKING WITH GRANTEES AND OTHER STAKE HOLDERS TO CREATE PROGRAMMING THAT MEETS THE EVOLVING NEEDS.**

Q.53 How does the Corporation currently collaborate with partners (e.g. elected officials, non-profits, corporations) to communicate the agency's messages? Which experiences have been most successful and why?

**A. 53 THE CORPORATION CURRENTLY USES MANY WAYS TO COLLABORATE WITH PARTNERS TO COMMUNICATE THE AGENCY'S MESSAGES. ONE EXAMPLE IS THE CORPORATIONS' PARTNERSHIP WITH THE POINTS OF LIGHT INSTITUTE TO HOST THE NATIONAL CONFERENCE ON VOLUNTEERING.**

Q.54 Are there any incumbents for this current work?

**A. 54 SEE ANSWER TO QUESTION 7.**

Q.55 Reference Section C, Summary (page 3): Paragraph notes that "This will be an IDIQ time and materials contract, for up to $750,000 a year or maximum order of limitations..." Does this $750,000 include all costs associated with the contract (labor, travel, other direct costs)?

**A. 55 IT IS ANTICIPATED THAT THE $750,000 WILL COVER ALL COSTS.**

Q.56 Reference Paragraph F.3, Place of Performance (page 12): Paragraph notes "A portion of the work to be performed under this contract will be performed at the Corporation's headquarters in Washington, DC." At what other locations will the work be performed? What travel destinations are anticipated?

**A. 56 TRAVEL IS DETERMINED BY FLUCTUATING NEEDS. TYPICALLY WE HAVE SENT CONTRACTORS TO THE NATIONAL CONFERENCE ON VOLUNTEERING AND TO STAFF KING DAY EVENTS. ALL TRAVEL WILL BE REIMBURSED IN ACCORDANCE WITH FEDERAL TRAVEL REGULATIONS.**

Q.57 Reference Paragraph H.1, Key Personnel (page 18): What is the expected number of FTEs needed to effectively meet statement of work requirements once all task orders are filled?

**A. 57 THE ONLY REQUIRED FTE IS THE PROJECT DIRECTOR FOR THIS CONTRACT.**

Q.58 Reference Paragraph G.2, Payment Information (page 15): Paragraph states payments will be made by wire transfer. Will the Government use Wide Area Work Flow (WAWF) in the future to execute payments in lieu of wire transfers?

**A. 58 THE CORPORATION MAKES ALL PAYMENTS AT THIS TIME THROUGH WIRE TRANSFERS AND THERE ARE NO PLANS AT THIS TIME TO DEVIATE FROM THE CURRENT PRACTICE.**

Q.59 Reference Paragraph L.10, Submission of Proposed Subcontracting Plan (page 30): Because this proposal includes only IDIQ-level information (and not subsequent task order level detail) is it acceptable to identify potential subcontractors and then adjust/modify the percentage of work apportioned to each, once subsequent task orders are released (assuming we meet the overall goal of 24%)?

**A.59 Yes**

Q.60 Reference Paragraph M.2, Technical Evaluation Factors for Award, #6 (page 34): Paragraph indicates "experience and past performance, including past project costs and work samples" could be provided for evaluation. In which volume should samples be included, and are such samples considered part of the page count?

**A.60 SEE THE ANSWER TO QUESTION 12**

Q.61 Reference Paragraph L.9, Questions Pertaining to Solicitation, #3 (page 30): Paragraph states "Answers to questions of a substantive nature will be provided by January 14, 2009, via a modification to this solicitation posted on www.febizopps.gov." With proposals due no later than 1200, 23 January 2009, will the Government grant an extension of fifteen (15) days in order to allow offerors sufficient time to incorporate responses in their proposal?

**A. 61 SEE THE REVISED SF 1449**

**STRATEGIC COMMUNICATIONS**
**QUESTIONS AND ANSWERS TO**
**SOLICITATION CNSHQ09R0002**

Q.62 Do you anticipate having multiple awardees under this IDIQ contract?

**A. 62 SEE THE ANSWER TO QUESTION 1**

Q.63 Can same firm be awarded both the "creative and marketing" and "strategic communications" contracts?

**A.63 YES, THE SAME FIRM CAN BE AWARDED BOTH CONTRACTS.**

Q.64 In Volume I, are there are any page limits on the introductory letter, professional qualifications or key staff overview (excluding references and résumés)?

**A.64 NO, THERE ARE NO PAGE LIMITS ON THE INTRODUCTORY LETTER PROFESSIONAL QUALIFICATIONS OR KEY STAFF OVERVIEW (EXCLUDING REFERENCES AND RÉSUMÉS)?**

Q.65 Section L.1 requires that quotation materials are to be delivered on CD in their "native electronic format" and that files be compatible with Microsoft Office formats. Should electronic copies of sample materials be included on this CD? If sample materials are included, can samples which are not compatible with Microsoft Office (such as creative samples) be submitted as PDF documents?

**A. 65 YES**

Q.66 Section L.5 requires us to provide fully loaded government and contractor site rates. However, Attachment #5 only shows columns for contractor site rates. Should we modify Attachment #5 to include columns for government site rates?

**A.66 PLEASE SEE REVISED SECTION L.5**

Q.67 Can you please provide more information to explain the "tradeoff methodology" referred to in Section M.1?

**A.67 PLEASE SEE FEDERAL ACQUISITION REGULATION (FAR) Part 15.1**

Q.68 Regarding the evaluation criteria identified in Section M.2 – are they weighted in any particular way?

**A.68 PLEASE SEE SECTION M.2, SENTENCE 2**

Q.69 In Section M.2, criteria #6 indicates that sample materials should be provided. Where should these sample be included in our proposal submission (Volume I or II), and do these samples count against referenced page limits?

**A.69 THESES SHOULD BE INCLUDED IN VOLUME I AS THEY PERTAIN TO PAST PERFORMANCE.**

Q.70 Is there currently an incumbent working on this project?

**A.70 SEE THE ANSWER TO QUESTION 7.**

Q.71 The Corporation also has issued an RFP requesting creative and marketing services (Solicitation CNSHQ09R0001-01). Are you looking to secure one company to work on both of these projects? That is, would one company be better positioned to win these contracts, as opposed to two separate companies?

**A.71 NO**

Q.72 F.3 Place of Performance; This section indicates a portion of the work will be performed at the Corporation's headquarters in Washington, DC. Can you provide an estimate (in percentage terms) of the portion of work to be performed at your site?

**A.72 IT IS ANTICIPATED THAT WORK WILL NOT BE PERFORMED AT THE GOVERNMENT SITE. ONLY A WEEKLY CHECK IN MEETING IS NECESSARY AS STATED IN SECTION F.2 REPORTING REQUIREMENTS**

Q.73 L.5 Price Proposal (Volume III); In the first sentence, "The majority of the SOO elements are services." We are not familiar with term SOO; could you advise us as to what this stands for?

**A.73 THE SOO STANDS FOR "STATEMENT OF OBJECTIVES" YOU MAY SEE ADDITIONAL INFORMATION AT WWW. ACQUISITIONSOLUTIONS.COM.**

Q.74 In the second paragraph, are we required to submit two Attachment 5s, one utilizing on-site rates (work performed at our site) and a second one utilizing off-site rates (work performed at the Corporation's site)?

**A.74 SEE THE ANSWER TO QUESTION 66, ONLY ONE ATTACHMENT 5 SHOULD BE SUBMITTED.**

Q. 75 L.10 Submission of Small Business Subcontracting Plan; Does the Corporation plan on issuing a form to us for plan purposes? We have a Small Business Subcontracting Plan document that was used in submitting our plan to GSA under our GSA/FSS contract would it be acceptable to use that form?

**A.75 YES**

**STRATEGIC COMMUNICATIONS**
**QUESTIONS AND ANSWERS TO**
**SOLICITATION CNSHQ09R0002**

Q.76 ATTACHMENT 3 SAMPLE TASK PRICING; Should we price Tasks 1 & 2 using our on-site rates?

**A.76 YES**

Q.77 ATTACHMENT 5; If we are required to submit two rates -- on and off site -- ODCs in particular COPY/COLLATE, SUPPLIES, and TELEPHONE/FAX it states next to these items off site event support, do we leave these blank in Attachment 5 in our off-site rate sheet?

**A.77 PLEASE SEE ANSWER TO QUESTION 74**

Q.78 Do we provide an estimate in Attachment 5 in our on-site rate sheet?

**A.78 CONTRACTOR SHALL PROVIDE ACTUAL RATES.**

Q.79 ATTACHMENT 6; Attachment 6 is a chart with descriptions of labor categories by job function, experience, and education. Can you clarify if you would like us to provide our definitions of these titles (e.g. Vice President, Account Executive, etc) as well as education and experience, or if you included the chart to tell us what you consider to be the definitions of these titles? In addition, would you like each of the team member's to be represented by a person on our team or is this just a guide?

**A.79 THIS IS JUST A GUIDE.**

Q.80 Is there an incumbent for this contract? If so, is the CNCS relatively pleased with the current contractor?

**A.80 SEE THE ANSWER TO QUESTION 7 AND THE INCUMBENT'S PAST PERFORMANCE INFORMATION IS PROPRIETARY.**

Q.81 Is it possible for the same contractor to be awarded this contract as well as the Creative Marketing Services contract (CNSHQ09R0001-01)?

**A.81 SEE ANSWER TO QUESTION 63.**

Q.82 How do you envision the contractor for this solicitation working with the contractor for the Creative Marketing Services contract?

**A. 82 IN GENERAL, THE CORPORATION WOULD LIKE TO SEE THE STRATEGIC COMMUNICATIONS VENDOR DEVELOPING STRATEGY AND THE CREATIVE MARKETING SERVICES EXECUTING IT. THE OFFICE OF PUBLIC AFFAIRS WILL BE MANAGING BOTH CONTRACTS AND MAKING ALL FINAL DECISIONS ON STRATEGY AND PROJECT EXECUTION.**

Q.83 In section L.3, the RFP states that Volume I shall include "references from other organizations for which the Contractor has performed similar work." It then says to refer to Attachment 6 – Past Performance Questionnaire, which instructs references to send the forms directly to Marilyne Brooks. Please clarify what should be included in the offeror's response. Should it be a list of references the forms were sent to? Should it be paragraph descriptions of the work done for the references the forms were sent to?

**A. 83 YES, THERE SHOULD BE A LIST OF THE INDIVIDUALS THE FORMS WERE SENT TO. THE QUESTIONNAIRE HAS A NARRATIVE SUMMARY**

Q.84 Can the contractor use same references for RFP# CNSHQ09R0001-01 and RFP# CNSHQ09R0002?

**A. 84 YES, HOWEVER THE WORK MUST BE RELEVANT TO THE REQUIREMENT.**

Q.85 What are you using now to reach key audiences outlined in the RFP?

**A. 85 THE CORPORATION EMPLOYS A FULL RANGE OF COMMUNICATION STRATEGIES INCLUDING ONLINE MARKETING, MEDIA TACTICS, PUBLIC SERVICE OUTREACH AND OTHER MEANS.**

Q.86 Can we see examples of the communications tools and training currently being used for grantees?

**A. 86 YES, THEY ARE AVAILABLE ON THE NATIONALSERVICE.GOV WEBSITE.**

Q.87 Do you expect resumes for our entire proposed team or just the Project Director and key staff? If the answer is the latter, how do you define "key staff"?

**A.87 RESUMES SHOULD BE SUBMITTED FOR ALL KEY PERSONNEL, SEE SECTION L.**

Q.88 For the work samples referenced in Section M.2 #6, do you expect six copies?

**A.88 YES**

Q.89 How should work samples be presented/included in the response?

**A. 89 THE VENDOR HAS DISCRETION IN HOW IT PRESENTS SAMPLES. HOWEVER, MEDIA/VIDEO HIGHLIGHTS SHOULD BE PRESENTED ON DVDS.**

**STRATEGIC COMMUNICATIONS**
**QUESTIONS AND ANSWERS TO**
**SOLICITATION CNSHQ09R0002**

Q.90 Should Sample Task responses be included in Volume II or as a separate document?

**A.90 YES, SAMPLE TASK RESPONSES SHOULD BE IN VOLUME II AS A SEPARATE DOCUMENT.**

Q.91 Section M.1 EVALUATION FACTORS FOR AWARD (Page 33 of the Solicitation), states that each offer must fully address the requirements of the RFP, including any exceptions or deviations. However, in Section L – INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS, there is no mention as to where in the offer exceptions should be included. Should exceptions be submitted? If so, in which part of the submission should they be included?

**A.91 ANY EXCEPTIONS OR DEVIATIONS SHOULD BE SUBMITTED IN A STAND ALONE DOCUMENT.**

Q.92 Does the 'Key Personnel' referenced in H.2. and H.3. refer to the Project Director only for this contract?

**A.92 YES**

Q.93 Can you tell us the date you will award the contract and the date the selected agency will commence work?

**A.93 ANTICIPATED AWARD DATE IS MARCH 25, 2009.**

Q.94 Should sub-contractor information be incorporated into the staffing/pricing sections only?

**A.94 SUBCONTRACTOR INFORMATION SHOULD BE SUBMITTED UNDER SEPARATE COVER**

Q.95 Is there a page limit for Volume I?

**A.95 SEE THE ANSWER TO QUESTION 64**

Q.96 Can you confirm that we are allowed a total of 40 pages for the Technical Proposal (Volume II): 20 pages in meeting the requirements outlined in Section C and 10 pages for <u>each</u> of the sample task orders?

**A.96 YES**

Q.97 The Section C 'Summary' reads that 'this will be an IDIQ time and materials contract for up to $750K.' Should all out-of-pocket costs be included in this $750K budget?

**A. 97 SEE ANSWER TO QUESTION 55.**

Q.98 What percent of the annual budget is typically allocated to AmeriCorps Week?

**A. 98 THE CORPORATION DOES NOT ALLOCATE A SET AMOUNT EACH BUDGET YEAR FOR AMERICORPS WEEK.**

Q.99 What organizations, if any, do you view as the biggest competitors to the Corporation for National and Community Service?

**A. 99 THE CORPORATION, AS A FEDERAL AGENCY, SEEKS TO PROMOTE SERVICE AT THE NATIONAL AND LOCAL LEVELS AND PARTNERS THROUGH GRANTS AND OUTREACH TO SERVICE ORGANIZATIONS ACROSS THE COUNTRY. THE CORPORATION DOES NOT NECESSARILY SEE OTHER SERVICE AGENCIES AS COMPETITORS.**

Q.100 If our agency provides the Key Personnel Position with its president and CEO, can the agency pull together its best team for the assignment by subcontracting with individual freelance professionals it has worked with and pull them under the agency's umbrella. By doing so, we would still provide a seamless experience and team for you, including billing, e-mailing, phone, etc. Would this structure be evaluated and considered the same as an agency that has 20 or 50 employees of their own?

**A. 100 OFFERORS SHALL USE THEIR DISCRETION WHEN SELECTING THE KEY PERSONNEL POSITION.**

Q.101 What was the marketing budget for the 2008 AmeriCorps Week?

**A. $385,000.00**

Q.102 How much, if any, does the government anticipate this contract going towards any advertising buys?

**A. 102 A VERY SMALL PORTION OF FUNDS GOES TO ADVERTISING BUYS. THE CORPORATION ASSUMES A PUBLIC SERVICE APPROACH FOR MOST OF ITS CAMPAIGNS. ADVERTISING DOES OCCUR AT A LEVEL OF ABOUT 100,000 PER YEAR WITH MOST COSTS COVERING LOCAL AD BUYS.**

Q.103 In section F.3, it says "a portion of the work to be performed under this contract will be performed at the Corporation's headquarters in Washington, D.C.". Will this require staff persons working on-site at the Corporation for a significant proportion of their time? If so, can you please provide an estimate of how many people would be needed on site at specific staffing levels, and the percentage of their time (weekly or monthly) that would be spent at Corporation headquarters?

**A. 103 SEE ANSWER TO QUESTION 72,**

Q.104 What systems does the Corporation currently have in place to monitor media coverage?

**A. 104 VIDEO AND PRINT CLIPPING SERVICES.**

Q.105 How creative can responses be for the creative exercises? Can we submit oversize, color, or multi-media responses for the creative exercises?

**A. 105 YES, THE CORPORATION IS SEEKING CREATIVE RESPONSES.**

Q.106 Will special consideration be given to minority-owned businesses, small businesses or Hub-zone businesses?

**A.106 NO**

Q.107 What are G&A charges in reference to the travel costs?

**A.107 G&A IS NOT APPLICALBLE TO TRAVEL COSTS**

Q.108 Is the offer due date and time of 1/23/2009, 12:00 AM/midnight or 12:00 PM/noon?

**A.108 THE OFFER DUE DATE IS 12:00PM, EST (NOON), ON FEBRUARY 20, 2009.**

Q. 109 Can the acquisition type be changed to a small business set aside?

**A.109 NO**

Q.110 With your desire for integrated marketing communication solutions, why is this being contracted separately from the creative services and marketing work?

**A. 110 BOTH CONTRACTORS ARE REQUIRED TO DEVOTE A LARGE NUMBER OF RESOURCES TO MEET WORK LOADS. THE CORPORATION WANTS TO ENSURE THAT BOTH VENDORS POSSES ADEQUATE RESOURCES TO HANDLE THE WORK LOAD AND THAT VENDORS HAVE THE PROPER EXPERTISE TO ADDRESS THE CORPORATION'S NEEDS.**

Q.111 Who is currently performing this work?

**A.111 PLEASE SEE ANSWER TO QUESTION 7**

Q.112 Are you unhappy with the current vendor or otherwise actively seeking change, or is this a standard contract re-bid?

**A.112 THE INCUMBENT CONTRACTOR'S PAST PERFORMANCE IS PROPRIETARY INFORMATION. THIS IS A COMPETITIVE PROCUREMENT CONDUCTED WITHIN THE CONFINES OF PART 15 OF THE FEDERAL ACQUISITION REGULATIONS, (FAR).**

Q.113 Your current strategic plan goes through 2010. Are you already in a planning and public engagement process for the next plan? What is the timeline for that work?

**A. 113 SEE ANSWER TO QUESTION 51.**

Q.114 You mention that the Corporation has made an effort to increase communication capacity of grantees through co-branding, national events and communication tools and training. How has that been received by grantees and what are the results?

**A. 114 GRANTEES HAVE BEEN PLEASED WITH THE RESULTS. THE CORPORATION IS HOPING THAT THE STRATEGIC COMMUNICATIONS PARTNER CAN HELP US CONTINUE TO BUILD EFFORTS. PLEASE SEE THE CORPORATION'S AMERICORPS WEEK WEBSITE FOR AN EXAMPLE OF ONE INITIATIVE.**

Q.115 Is there an incumbent for this scope of work? If so, would CNCS please identify the firm?

**A. 115 PLEASE SEE ANSWER TO QUESTION 7.**

Q.116 Given that the tasks of this procurement overlap with the tasks in CNSHQ090001, please provide some additional information to explain the different expectations of the two successful bidders. Additionally, would CNCS also please explain why there are two separate procurements instead of one?

**A.116 SEE ANSWER TO QUESTION 110**

Q.117 Does CNCS envision a single award or multiple awards for this IQC?

**A.117 PLEASE SEE ANSWER TO QUESTION 2.**

Q.118 Will CNCS consider accepting 1.5 or single spacing instead of requiring double spacing for Volume II?

**A. 118 YES, 1.5 SPACING IS ACCEPTABLE. SEE THE REVISED SECTION L.1, CONTENT AND FORMAT OF SUBMISSION, PARAGRAPH 8.**

Q.119 Will CNCS consider extending the due date allow bidders to incorporate responses to these questions into their proposal response?

**A.119 YES, PLEASE SEE THE REVISED SF 1449.**

Q.120 If a subcontractor is used, should two sets of labor rates be submitted?

**A. 120 NO, YOUR SUBCONTRACTOR LABOR RATES SHOULD BE INCLUDED COLLECTIVLEY.**

Q.121 Can a bidder propose alternative labor categories to those provided in the solicitation and attachments as long as the proposed categories are similar in experience and education?

**A.121 YES.**

Q.122 Please clarify the need for on site staff at government offices. Will on-site staff need to be full time and long term, part time, or short term?

**A.122 PLEASE SEE ANSWER 72**

Q.123 What weight will be given to each of the evaluation factors?

**A.123 EVALUATION FACTORS WILL NOT BE NUMERICALLY WEIGHTED; HOWEVER, THEY WILL BE EVALUATED USING THE TRADEOFF METHODOLOGY WHICH COMPRISES ADJECTIVAL RATINGS. EVALUATION FACTORS ARE IN NO SPECIFIC ORDER.**

Q.124 Would CNCS please clarify the purpose of Attachment 5, Labor Category Hourly Rates? Specifically, are the hours and labor categories prescriptive, or is this only an example? If prescriptive, do they pertain to a certain task, or the entire IQC?

**A. 124 PLEASE SEE ANSWER 21**

Q.125 On attachment 5, ODC's are listed on the template. However, Attachment 3 says that other direct costs will not be evaluated and should not be included. Should offerors budget ODCs in sample task pricing, or labor only? If ODCs are to be included, are we bound to using the ODCs listed in any of the pricing attachments?

**A.125 NO, ODC'S SHOULD NOT BE INCLUDED IN SAMPLE TASK PRICING; HOWEVER, CONTRACTORS WILL BE BOUND BY OCS LISTED IN ATTACHMENT 5.**

Q.126 Would CNCS please provide an explanation regarding what is meant by the reference to "50-labor category "at the bottom of attachment 3.

**A.126 SEE REVISED ATTACHMENT 3**

Q.127 There is a statement on page 23, Section I.5, of the RFP that funds are not presently available beyond March 6, 2009. Please clarify.

**A. 127 THE CORPORATION FOR NATIONAL AND COMMUNITY SERVICE IS UNDER A CONTINUING RESOLUTION.**

Q.128 The solicitation states that no overhead will be placed on authorized travel (p.16, section G.5). Seeing as this is assumed to be a time and materials contract, and overhead on materials is a cost normally allowed by the Government, would CNCS consider revising such that overhead is allowable on travel?

**A. 128 NO**

Q.129 Attachment 3, Sample Task Pricing, includes a statement that ODCs should not be added to task pricing. However, attachment 5, shows ODCs. Should pricing for the sample task orders reflect labor only or also include ODCs?

**A.129 ATTACHMNET 3, SAMPLE TASK ORDERS SHOULD ONLY INCLUDE LABOR. ATTACHMENT 5 SHOULD INCLUDE ODC'S AND LABOR.**

Q.130 What is the assumed start date for the IQC?

**A.130 PLEASE SEE THE ANSWER TO QUESTION 93.**

Q.131 Section L. 10.b. of the solicitation states that "Proposals must offer, as a minimum, goals levels of 24% of all work to be subcontracted to small businesses." Does this mean that 24% of the total value of each task order should be subcontracted to small businesses, regardless of subcontracting opportunities for that particular task order, or 24% of all proposed subcontracting for a particular task order should go to small business subcontractors?

**A.131 PLEASE SEE THE ANSWER TO QUESTION 4**

Q.132 Section L.10.c. of the solicitation states that "[Offerors] proposing the use of small and small disadvantaged businesses must also commit to using the proposed contractor for a period of 12 months following contract award...." Does "contract award" refer to award of an individual task order or award of the ID/IQ? What if the proposed services required of that small business subcontractor amount to less that 12 months by the very nature of the work (e.g., short-term technical assistance)? May we contract for less than 12 months?

**A.132 "CONTRACT AWARD REFERS TO THE IDIQ"; SUBCONTRACTOR PERFORMANCE MAY BE LESS THAN 12 MONTHS HOWEVER SMALL BUSINESS GOALS SHOULD BE ACHIEVABLE TO THE MAXIMUM EXTENT POSSIBLE.**

Q.133 I would like to know if there will be a multicultural portion to for the contracts under solicitations CNSHQ09R0001 and CNSHQ09R0002. If so, please let me know what ethnic communities would be considered and if we might have the opportunity to present further groups in which we feel might benefit from this contract.

**A.133 THERE WILL NOT BE A MULTICULTURAL PORTION TO THIS SOLICITATION.**

Q.134 Page 8 (III. Contract Tasks to Be Performed) – Will agencies submitting for this RFP be allowed to bid for the separate Creative and Marketing Services RFP? If so, does the Corporation foresee an outcome whereby one agency would be awarded both areas of work?

**A.134 YES, THE SAME COMPANY MAY BID FOR BOTH AND THE SAME FIRM CAN BE AWARDED BOTH CONTRACTS.**

Q.135 Page 9, (Online Communications): Could you please provide more context on the support needed for Web 2.0 strategies?

**A. 135 SEE ANSWER TO QUESTION 49.**

Q.136 Page 29, L.5: The RFP states that "the offeror shall provide fully-loaded government-site rates and fully-loaded contractor-site rates." Please define "fully loaded" labor rates. Please explain what is meant by the word "site"?

**A.136 THE TERM "FULLY-LOADED, LABOR RATE" SHALL MEAN AN HOURLY RATE THAT INCLUDES THE BASE LABOR RATE, OVERHEAD COSTS, FRINGE BENEFITS, GENERAL AND ADMINISTRATIVE EXPENSES (G&A), AND PROFIT. SITE REFERS TO PLACE OF PERFORMANCE.**

Q.137 Page 30, L. 10 (Subcontracting Plan): How do we demonstrate achieving the government's goals of 24% of all work to be subcontracted to small business in the Cost Proposal? While we can demonstrate achieving subcontracting goals in the sample task pricing sheet for creative exercise #2 (Strategic Media Plan for AmeriCorps Week), my understanding is that the Cost Proposal is to include labor categories and rates, not an annual budget.

**A. 137 A COMPANY CAN DEMONSTRATE THE GOVERNMENT'S SMALL BUSINESS GOAL OF 24% BY CONTRACTING WITH SMALL BUSINESS FIRMS AT A MINIMUM.**

Q.138 Page 31, L.11: How can offerors identify which small business categories will be used and the percentage that they will be utilized until the contract is awarded and Task Orders are issued? Please advise.

**A.138 SEE ANSWER TO QUESTION 4**

Q.139 Page 35, M.4 Past Performance and Attachment 4: How many past performance evaluations does the Government require? Are any other references required?

**A. PLEASE SEE SECTION L.3 OF THE SOLICITATION.**

Q.140 Attachment 3 and Creative Exercises 1 and 2: The instructions say, "other direct costs will not be evaluated, please do not add to your sample task pricing". Does that mean the Government doesn't want agencies to add direct costs or labor categories to the sample pricing? Or both? The reason we ask is because we would use different/additional labor categories to complete these tasks. Please advise.

**A. 140 ANY DEVIATION FROM THE SAMPLE TASK PRICE PROVIDED IN THE SOLICITATION WILL RENDER YOUR PROPOSAL NONRESPONSIVE. SEE ANSWER TO QUESTION 125 FOR ADDITIONAL GUIDANCE**

Q.141 Is the above referenced solicitation open to all contractors, including those who are not currently approved vendors on the GSA Schedule?
Also, is there an incumbent? And are they competing as well?

**A.141 THIS SOLICITATION IS FULL AND OPEN. YES, THERE IS AN INCUMBENT. THE CORPORATION IS UNAWARE OF THE INCUMBENT'S INTENTION TO SUBMIT A PROPOSAL.**

Q.142 Could you please tell me what the due date is for the RFP bid for the agency Corporation for National and Community Service with the Solicitation Number: CNSHQ09R0002?

**A.142 SEE THE ANSWER TO QUESTION 108.**

Q.143 The FBO website lists "December 17, 2008" as the response date.
Just wanted to verify that the date is correct, since it appears that the RFP was posted on 12/19/08.

**A.143 SEE THE ANSWER TO QUESTION 108.**

Q.144 Who are the current provider(s) and subcontractors for these services for Strategic Communications Services for the Corporation for National and Community Service?

**A.144 SEE THE ANSWER TO QUESTION 7**

Q.145 How long has current provider(s) held the contract and are they participating in this process?

**A.145 THE CURRENT CONTRACT IS FOR ONE BASE YEAR AND FOUR ONE YEAR OPTIONS. THE CORPORATION IS UNAWARE OF THE INCUMBENT'S INTENTION TO SUBMIT A PROPOSAL.**

Q.146 How is the $750,000 budget divided among SeniorCorps, AmeriCorps, VISTA, NCCC, and Learn and Serve? Are portions of these funds used to support initiatives beyond these five major programs (for President's Council on Service and Civic Participation, the Corporations Resource Center, the National Conference on Volunteering and Services, the Martin Luther King, Jr. Day of Services, the President's Higher Education Community Service Honor Roll, miscellaneous Corporation reviews and studies, etc.? )

**A. 146 PROGRAM FUNDS AND FUNDS TO SUPPORT ADDITIONAL INITIATIVES SUCH AS THE KING DAY OF SERVICE ARE DETERMINED ON A YEARLY BASIS.**

Q.147 Who are the largest 20 grantees (referenced in the document as the "greatest communications asset because of their presence in communities across America.")

**A. 147 PLEASE SEE WWW.NATIONALSERVICE.GOV FOR ADDITIONAL INFORMATION.**

Q.148 One of the "tasks to be performed" includes Evaluation (page 9 of RFP document). Are there ROI comparisons for each past media strategy that can be shared?

**A. 148 UPON AWARD OF CONTRACT, THE AWARDEE WILL RECEIVE ALL PERTINENT INFORMATION.**

Q.149 Section G.4 Travel – references approximately 5 trips per year (page 16). Are there specific events that are tied to this travel?

**A. 149 YES, PAST EVENTS INCLUDE THE NATIONAL CONFERENCE ON VOLUNTEERING AND THE KING DAY OF SERVICE.**

Q.150 Is the strategic communications and media plan available on line or how do we receive a copy?

**A. 150 THE STRATEGIC COMMUNICATIONS AND MEDIA PLAN ARE PROPRIETARY INFORMATION; HOWEVER, IT WILL BE SHARED WITH THE AWARDEE.**

Q.151 How will program success be measured? Are there specific thresholds, benchmarks or qualities that constitute a successful program?

**A. 151 EACH PROGRAM/INITIATIVE HAS ITS OWN TARGETS AND GOALS WHICH DEPEND ON A VARIETY OF FACTORS. EXAMPLES OF PAST BENCHMARKS INCLUDE MEDIA IMPRESSIONS AND WEB HITS.**

Q.152 In terms of billing, may the PR firm bill by task, or is there a requirement that projects be billed based upon staff time spent and billable hours?

**A.152 INVOICES WILL BE BILLED AND PAID BY TASK WITH ASSOCIATED LABOR CATEGORIES AND CORRESPONDING HOURS.**

Q.153 Section H.1 calls for one dedicated program manager/lead who must be available through the contract period. How does CNCS define "dedicated"?

**A.153 100% OF THE PROGRAM MANAGERS TIME MUST BE DEDICATED TO THE CONTRACT.**

Q.154 Section E.1 (Inspection and Acceptance) seems to call for 10 business day turnaround for all deliverables. However, Section F.5 seems to call for items to be due "as specified" -- please clarify this apparent discrepancy.

**A.154 SECTION E.1 REFERS TO THE GOVERNMENTS TIME TO EVALUATE A DELIVERABLE; SECTION F.5 REFERS TO DELIVERABLE DUE DATES AS THEY PERTAIN TO EACH TASK ORDER.**

Q.155 How much does CNCS envision spending on its possible rebranding effort?

**A. 155 THE AMOUNT DEPENDS ON FY BUDGETS AND IS YET TO BE DETERMINED.**

Q.156 Who will CNCS ask to lead or coordinate the rebranding effort – the PR firm or the creative firm?

**A. 156 THE CORPORATION ENVISIONS THAT THE STRATEGIC COMMUNICATIONS VENDOR WOULD LEAD THE BRANDING EFFORT IN COORDINATING WITH THE CREATIVE MARKETING SERVICES AGENCY. THE OFFICE OF PUBLIC AFFAIRS WILL MANAGE AND DIRECT THE EFFORTS OF BOTH CONTRACTS.**

Q.157 With a new Obama Administration coming into power, how would CNCS view success at the end of his first year in office?

**A.157 PRESIDENT OBAMA HAS SAID THAT SERVICE WILL BE A CENTRAL CAUSE OF HIS ADMINISTRATION. THE CORPORATION WILL SUPPORT THE FUFILLMENT OF PRESIDENT OBAMA'S SERVICE AGENDA.**

Q.158 What elements would CNCS like to achieve that perhaps it has not been able to achieve under the current administration?

**A.158 THE CORPORATION LOOKS FORWARD TO SUPPORTING THE PRESIDENT'S SERVICE AGENDA.**

Q159 How will the PR firm be remunerated for account administration related tasks such as finance and accounting oversight and reporting?

**A. 159 AS PART OF THE OVERALL CONTRACT ADMINISTRATION, THE CORPORATION WILL WORK CLOSELY WITH THE VENDOR TO REVIEW AND PREPARE WORK WITHIN THE AGENCY'S BUDGET CONSTRAINTS.**

Q.160 What has been the greatest challenge for CNCS with regard to branding? What attempts have been made to overcome this challenge (or challenges) in the past and why do you think they have not worked?

**A. 160 PLEASE SEE ANSWER TO QUESTION TO 16.**

Q.161 What role do you foresee the PR firm having with regard to testing and research? Where do you envision the PR firm would be asked to conduct testing and research (as opposed to the Creative firm)? How has CNCS approached testing and research in the past? Were you satisfied with the process and the results?

**A.161 THE CORPORATION BELIEVES TESTING AND RESEARCH IS VITAL TO CREATING SUCCESSFUL COMMUNICATIONS/CAMPAIGNS. THE DECISION OF WHICH AGENCY WILL HANDLE THE RESEARCH WILL BE DETERMINED ON A CASE BY CASE BASIS.**

Q.162 Is there an incumbent firm? If so, who is it and how long have they been with agency?

**A.162 SEE THE ANSWER TO QUESTION 7. THE CURRENT CONTRACTOR HAS BEEN WITH CNCS FOR FOUR YEARS.**

Q.163 The RFP states that funding may not be available after March 2009. What is the reason for this? Do you expect funding to be appropriated?

**A.163 THE CORPORATION FOR NATIONAL AND COMMUNITY SERVICE IS UNDER A CONTINUING RESOLUTION.**

Q.164 What are the benchmarks that CNCS is looking to have its firm meet?

**A. 164 BENCHMARKS WILL BE DETERMINED BASED ON THE WORK ISSUED.**

Q.165 Can you describe the most recent marketing efforts that you conducted that were most effective?

**A.165 THE EARNED MEDIA FOR THE 2009 KING DAY OF SERVICE WAS THE BIGGEST IN THE HISTORY OF THE CORPORATION.**

Q.166 Please describe your most recent primary research projects and their purpose.

**A. 166 PLEASE SEE THE RESEARCH AREA OF THE WWW.NATIONALSERVICE.GOV WEBSITE.**

Q.167 Are there examples of marketing campaigns by other organizations or agencies that you consider to be great work?

**A. 167 WE LOOK FORWARD TO HEARING FROM POTENTIAL VENDORS PARTICULAR CAMPAIGNS THAT THEY VIEW AS SUCCUESSFUL.**

Q.168 Can you describe your internal decision-making process along with your organizational structure? As a follow up, with staff cutbacks at many government agencies, how (if at all) has that impacted the way you handle marketing and PR (what is typically in-house vs. outsourced)?

**A. 168 THE ORGANIZATIONAL STRUCTURE IS LOCATED AT WWW.CNS.GOV. WHAT IS TYPICALLY IN-HOUSE VS. OUTSOURCED IS DETERMINED ON A CASE BY CASE BASIS.**

Q.169 Will responses be judged on content/answers only or on creativity of presentation as well?

**A. 169. BOTH.**

Q.170 In addition to the Project Director, can we add additional key personnel to the contract?

**A. 170 YES.**

Q.171 Realizing that each entity will have its own competitive set, can you provide those organizations that compete most for your target's volunteer time?

**A.171 THE CORPORATION SEEKS VOLUNTEERS FROM ALL AGES AND DEMONGRAPHICS THROUGH THOUSANDS OF ORGANIZATIONS. WE SEE THESE ORGANIZATIONS AS OUR PARTNERS IN HELPING SUPPORT SERVICE TO THE NATION.**

Q.172 Does the Project Director assigned need to be in Washington D.C. full time? Can the person assigned be remote and travel for weekly status meetings?

**A. 172 BASED ON PAST EXPERIENCE, THE BEST WAY TO MANAGE THE WORK IS WITH FACE-TO-FACE WEEKLY MEETINGS.**

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Q.173 Will office space be provided for the Project Director during the required time for onsite program management?

**A.173 NOT APPLICABLE. PROJECT DIRECTOR'S`1` ATTENDANCE WILL ONLY BE REQUIRED FOR SCHEDULED WEEKLY MEETINGS.**

Q.174 Do you have an expectation of the number of hours required monthly for the anticipated task orders?

**A.174 NO, THIS IS AN INDEFINITE DELIVERY AND INDEFINITE QUANTITY CONTRACT SO THE NUMBER OF HOURS CANNOT BE DETERMINED.**

Q.175 What is the timing of the Request for Proposal for Creative and Marketing Services?

**A.175 SEE THE REVISED SF 1449.**

Q.176 Who is the incumbent contractor? Or, can you tell me the names of contractors who have performed work in the same work areas as described the RFP, even if only some (and not all) of the work areas have been performed?

**A. 176 SEE THE ANSWER TO QUESTION 7.**

# ATTACHMENT 3 - SAMPLE TASK PRICING

THIS IS AN EXAMPLE

**SAMPLE TASK #1 - Op-Ed on Pro Bono Volunteering**

| Labor Category | Number of Personnel | Number of Hours | Hourly Rate | Price |
|---|---|---|---|---|
| *Sr. Vice President* | | | | $0.00 |
| *Vice President* | | | | $0.00 |
| *Creative Director* | | | | $0.00 |
| *Senior Account Executive* | | | | $0.00 |
| *Copy Writer* | | | | $0.00 |
| *Graphic Designer* | | | | $0.00 |
| *Account Executive* | | | | $0.00 |
| **Total** | **0** | **0** | | **$0.00** |

**SAMPLE TASK #2 - Strategic Media Plan for AmeriCorps Week**

| Labor Category | Number of Personnel | Number of Hours | Hourly Rate | Price |
|---|---|---|---|---|
| *Sr. Vice President* | | | | $0.00 |
| *Vice President* | | | | $0.00 |
| *Creative Director* | | | | $0.00 |
| *Senior Account Executive* | | | | $0.00 |
| *Copy Writer* | | | | $0.00 |
| *Graphic Designer* | | | | $0.00 |
| *Account Executive* | | | | $0.00 |
| **Total** | **0** | **0** | | **$0.00** |

****Discounts will not be evaluated. Pricing should be reflective of pricing utilized in the above labor categories**

****Other Direct Cost will not be evaluated, please do not add to your sample task pricing****

Labor Category Hourly Rates

| Contractor Name: | | | | | | |
|---|---|---|---|---|---|---|
| Referenced IDIQ: | | CNSHQ09R0002 - Strategic Communications | | | | |
| Corporation Labor Category | Hours | Base Year Contractor Site | Option Year 1 Contractor Site | Option Year 2 Contractor Site | Option Year 3 Contractor Site | Option Year 4 Contractor Site |
| Senior Vice President | 156.00 | | | | | |
| Vice President | 410.50 | | | | | |
| Senior Account Supervisor | 342.00 | | | | | |
| Account Supervisor | 273.75 | | | | | |
| Senior Account Executive | 1,159.75 | | | | | |
| Senior Freelancer | 192.75 | | | | | |
| Account Executive | 332.25 | | | | | |
| Assistant Account Executive | 279.75 | | | | | |
| Freelancer | 462.25 | | | | | |
| Intern | 102.75 | | | | | |
| | | | | | | |
| | | | | | | |
| ODC's | | | | | | |
| Subscription and Reference Books | 1 purchase | | | | | |
| COPY/COLLATE (off site event support) | 2instances | | | | | |
| SUPPLIES (off site/event support) | 2 instances | | | | | |
| TELEPHONE/FAX (off site/event support) | 1 instance | | | | | |
| MESSENGER SERV | 8 instances | | | | | |
| POSTAGE & FRT | misc. mailings | | | | | |
| MEALS & ENT (media trainings/focus groups) | 3 intances | | | | | |
| PRINTING (sinage for events) | 3 events | | | | | |
| NEWSWIRE | 1 year subscription | | | | | |